We claim:

1.   A computer system comprising:

a first POS computer system, said first POS computer system comprising a central processing unit, memory, a database of information stored in said memory, and a POS terminal, said central processing unit having read write access to said database in said memory, said POS terminal designed to transmit transaction information and one or more customer IDs associated with a transaction to said central processing unit;

stored movie showings data for at least one movie theater store defining movie showings in at least one theater in said at least one movie theater store and stored transactions data defining transactions associated with said at least one movie theater store including at least one of purchase of tickets for showing of movies and purchase of other items sold by said movie theater store;

stored incentive offer criteria including at least one of (1) threshold criteria for determining whether an incentive offer should be communicated to a consumer and (2) terms criteria determining terms for said consumer obtaining an incentive defined by said incentive offer, wherein at least one of said threshold criteria and said terms criteria are applicable to transaction data; and

said POS terminal including (1) a device for reading or inputting data including both an ID of a customer and identity of products or services being purchased by said customer as part of a transaction and (2) a device for communicating information to said customer while said customer is conducting a transaction at said POS terminal.

2.   The system of claim 1 wherein said threshold criteria depend upon transaction data for a plurality of transactions associated with the same customer ID.

3.   The system of claim 1 wherein said threshold criteria depend upon movie showings data.

4.   The system of claim 1 wherein said threshold criteria depend upon movie showings data including movie classification data defining classification or genre of movies.

5.   The system of claim 1 wherein said threshold criteria depend upon movie showings data including movie ratings data defining ratings of movies.

6.   The system of claim 1 wherein said threshold criteria depend upon movie

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showings data including movie ratings data defining ratings of movies.

7.   The system of claim 1 wherein said threshold criteria depend upon movie transaction data defining customer's prior purchase of tickets for showings of movies.

8.   The system of claim 1 wherein said threshold criteria depend upon movie transaction data defining classifications or ratings of movies for which a customer has previously purchased tickets for showings.

9.   The system of claim 1 wherein said threshold criteria depend upon movie transaction data defining classifications or ratings of movies for which a customer has previously purchased tickets for showings and movie showings data including at least one of classifications and ratings of movies being shown or to be shown in the future in said at least one movie theater store.

10.   The system of claim 1 wherein said terms for said consumer obtaining an incentive defined by said incentive offer include at least one purchase from said first POS computer system of at least one ticket for a showing of a movie, at least one food item, or at least one service item.

11.   The system of claim 1 wherein said terms for said consumer obtaining an incentive defined by said incentive offer include at least one purchase from a second POS computer system other than said first POS computer system of at least of the following: a ticket for a showing of a movie at other than said at least one movie theater store, a food item, and a service item.

12.   The system of claim 1 wherein said terms criteria determining terms for said consumer obtaining an incentive defined by said incentive offer comprise at least one of the following: a record in said database containing a customer ID used during a transaction, no record in said database containing said customer ID, currency volume of prior purchase stored in association with said customer ID, classification of movies tickets for showings of movies purchased in association with the same customer ID; number of tickets purchased for one showing of a movie purchased in association with said customer ID.

13.   The system of claim 1 wherein said terms criteria determining terms for said consumer obtaining an incentive defined by said incentive offer comprise at least one of the following: existence of transactions associated with a customer ID transacted in other than

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said first POS system.

14.   The system of claim 13 wherein said terms criteria comprise at least one of the following associated with a customer ID transacted in other than said first POS system: a record in said database containing a customer ID used during a transaction, no record in said database containing said customer ID, currency volume of prior purchase stored in association with said customer ID, classification of movies tickets for showings of movies purchased in association with the same customer ID; number of tickets purchased for one showing of a movie purchased in association with said customer ID.

15.   The system of claim 1 wherein said threshold criteria depend upon movie showings data including difference in date of release of movies and current date.

16.   The system of claim 1 wherein said threshold criteria depend upon time of day, day of week, or day of month.

17.   The system of claim 1 wherein said other items comprise a food or beverage.

18.   The system of claim 1 further comprising a central computer system and a network connecting said central computer system to said first POS computer system, wherein said stored movie showings data are stored in a database to which said central computer system has read and write access.

19.   The system of claim 1 further comprising a central computer system and a network connecting said central computer system to said first POS computer system, wherein said stored incentive offer criteria are stored in a database to which said central computer system has read and write access.

20.   The system of claim 1 wherein said device for reading or inputting data comprises at least one of a bar code reader and a key board.

21.   The system of claim 1 wherein said device for communicating information to said customer comprises at least one of a visual display device and a printer.

22.   The system of claim 1 wherein said threshold criteria depend upon transaction data for at least one previous transaction associated with the same customer ID as a customer ID associated with a current transaction.

23.   A computer implemented method comprising:

        storing movie showings data for at least one movie theater store defining movie

showings in at least one theater in said at least one movie theater store

storing transactions data defining transactions associated with said at least one movie theater store including at least one of purchase of tickets for showing of movies and purchase of other items sold by said movie theater store;

5   storing incentive offer criteria including at least one of (1) threshold criteria for determining whether an incentive offer should be communicated to a consumer and (2) terms criteria determining terms for said consumer obtaining an incentive defined by said incentive offer, wherein at least one of said threshold criteria and said terms criteria are applicable to transaction data; and

10   providing a first POS computer system, said first POS computer system comprising a central processing unit, memory, a database of information stored in said memory, and a POS terminal, said central processing unit having read write access to said database in said memory, said POS terminal designed to transmit transaction information and one or more customer IDs associated with a transaction to said central processing unit, and said POS

15   terminal including (1) a device for reading or inputting data including both an ID of a customer and identity of products or services being purchased by said customer as part of a transaction and (2) a device for communicating information to said customer while said customer is conducting a transaction at said POS terminal.

24.   The method of claim 23 wherein said threshold criteria depend upon

20   transaction data for a plurality of transactions associated with the same customer ID.

25.   The method of claim 23 wherein said threshold criteria depend upon movie showings data.

26.   The method of claim 23 wherein said threshold criteria depend upon movie showings data including movie classification data defining classification or genre of movies.

25   27.   The method of claim 23 wherein said threshold criteria depend upon movie showings data including movie ratings data defining ratings of movies.

28.   The method of claim 23 wherein said threshold criteria depend upon movie showings data including movie ratings data defining ratings of movies.

29.   The method of claim 23 wherein said threshold criteria depend upon movie

30   transaction data defining customer's prior purchase of tickets for showings of movies.

30.   The method of claim 23 wherein said threshold criteria depend upon movie transaction data defining classifications or ratings of movies for which a customer has previously purchased tickets for showings.

31.   The method of claim 23 wherein said threshold criteria depend upon movie transaction data defining classifications or ratings of movies for which a customer has previously purchased tickets for showings and movie showings data including at least one of classifications and ratings of movies being shown or to be shown in the future in said at least one movie theater store.

32.   The method of claim 23 wherein said terms for said consumer obtaining an incentive defined by said incentive offer include at least one purchase from said first POS computer system of at least one ticket for a showing of a movie, at least one food item, or at least one service item.

33.   The method of claim 23 wherein said terms for said consumer obtaining an incentive defined by said incentive offer include at least one purchase from a second POS computer system other than said first POS computer system of at least of the following: a ticket for a showing of a movie at other than said at least one movie theater store, a food item, and a service item.

34.   The method of claim 23 wherein said terms criteria determining terms for said consumer obtaining an incentive defined by said incentive offer comprise at least one of the following: a record in said database containing a customer ID used during a transaction, no record in said database containing said customer ID, currency volume of prior purchase stored in association with said customer ID, classification of movies tickets for showings of movies purchased in association with the same customer ID; number of tickets purchased for one showing of a movie purchased in association with said customer ID.

35.   The method of claim 23 wherein said terms criteria determining terms for said consumer obtaining an incentive defined by said incentive offer comprise at least one of the following: existence of transactions associated with a customer ID transacted in other than said first POS system.

36.   The method of claim 35 wherein said terms criteria comprise at least one of the following associated with a customer ID transacted in other than said first POS system: a

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record in said database containing a customer ID used during a transaction, no record in said database containing said customer ID, currency volume of prior purchase stored in association with said customer ID, classification of movies tickets for showings of movies purchased in association with the same customer ID; number of tickets purchased for one

5   showing of a movie purchased in association with said customer ID.

37.   The method of claim 23 wherein said threshold criteria depend upon movie showings data including difference in date of release of movies and current date.

38.   The method of claim 23 wherein said threshold criteria depend upon time of day, day of week, or day of month.

10   39.   The method of claim 23 further comprising storing said stored movie showings data in a database to which a central computer system has read and write access.

40.   The method of 23 further comprising storing said stored incentive offer criteria in a database to which a central computer system has read and write access.

41.   The method of claim 23 wherein said device for reading or inputting data

15   comprises at least one of a bar code reader and a key board.

42.   The method of claim 23 wherein said device for communicating information to said customer comprises at least one of a visual display device and a printer.

43.   The method of claim 23 further comprising depending said threshold criteria upon transaction data for at least one previous transaction associated with the same customer

20   ID as a customer ID associated with a current transaction.

44.   A computer system comprising:

a first POS computer system, said first POS computer system comprising a first POS computer system central processing unit, a first POS computer system memory, first POS computer system database of information stored in said memory, and a first POS computer

25   system POS terminal, said first POS computer system central processing unit having read write access to said first POS computer system database in said first POS computer system memory, said first POS computer system POS terminal designed to transmit transaction information and one or more customer IDs associated with a transaction to said first POS computer system central processing unit;

30   said first POS computer system database storing movie showings data for at least one

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movie theater store defining movie showings in at least one theater in said movie theater store and transactions data defining transactions associated with said at least one movie theater store including purchase of tickets for showing of movies and purchase of other items sold by said movie theater store;

5   a second POS computer system for a non-movie theater retail store, said second POS computer system comprising a second POS computer system central processing unit, a second POS computer system memory, a second POS computer system database of information stored in said memory, and a second POS computer system POS terminal, said second POS computer system central processing unit having read write access to said second POS

10   computer system database in said second POS computer system memory, said second POS computer system POS terminal designed to transmit transaction information and one or more customer IDs associated with a transaction to said central processing unit;

said second POS computer system database storing transactions data for transactions including product purchase data for at least one product purchased in a non-movie theater

15   retail store;

stored incentive offer criteria including at least one of (1) threshold criteria for determining whether an incentive offer should be communicated to a consumer and (2) terms criteria determining terms for said consumer obtaining an incentive defined by said incentive offer, wherein at least one of said threshold criteria and said terms criteria depend upon said

20   transaction data; and

said second POS terminal including a device for reading or inputting data including both an ID of a customer and identity of products or services being purchased by said customer as part of a transaction and a device for communicating information to said customer while said customer is conducting a transaction at said second POS terminal.

25   45.   The system of claim 44 further comprising code for linking transaction data for transactions transacted in the first POS computer system with transaction data for transactions transacted in the second POS computer system based at least in part upon geographic proximity of stores in which transactions occurred.

46.   The system of claim 44 further comprising data stored linking a transaction

30   data for transactions transacted through said first POS computer system associated with a first

customer ID to transaction data for transaction transacted through said second POS computer system associated with a second customer ID.

47.   The system of claim 44 further comprising code for determining whether stored incentive offer criteria are satisfied for a specified ID based upon data associated with transactions from both the first POS computer system and the second POS computer system.

48.   The system of claim 44 further comprising code for communicating an incentive offer contingent upon purchasing in a non-movie theater store using said second POS computer system, and communicating said incentive offer to a customer having a customer ID when said customer ID or an ID associated with said customer ID is identified at said first POS computer system POS terminal in said movie theater store.

49.   The system of claim 44 further comprising code for communicating an incentive offer contingent upon purchasing in said movie theater store using said first POS computer system, and communicating said incentive offer to a customer having a customer ID when said customer ID or an ID associated with said customer ID is identified at said second POS computer system POS terminal of said non-movie theater retail store.

50.   The system of claim 49 wherein said non-movie theater retail store is one of a supermarket, a convenience store, and an gasoline or other motor vehicle fuel station.

51.   The system of claim 44 further comprising a central computer system and a network connecting between said first POS computer system, said second POS computer system, and said central computer system.

52.   The system of claim 51 wherein said central computer system has code for implementing real time processing.

53.   The system of claim 51 wherein said central computer system contains a database storing transaction data in records each including fields for at least 7 of the following: consumer name 503, consumer address, consumer telephone number, consumer email address, ID, FSID, UPCs of items purchased, date of transaction, price of items purchased, credit card type 519, part or all of credit card number, credit card expiration date, fax number, first FSID, second FSID, first MID1, second MID2, and store ID.

54.   The system of claim 51 wherein said central computer system contains a database storing location of stores in records each including fields for at least two of store

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ID, store location 605, store IP address, store URL, and store type.

55. The system of claim 44 wherein said first POS computer system contains a database storing movie releases data preferably including fields for at least 4 of the following: title 803, release date, schedule of viewing dates 807, first movie classification 809, second movie classification, movie rating 813, movie length 815, popularity index 817, movie theater store ID, store location, and store ID.

56. The system of claim 51 wherein said central computer system contains a database storing movie releases records including fields for storing at least 5 of the following: title, release date, schedule of viewing dates, first movie classification 909, second movie classification, movie rating 913, movie length, popularity index 917, movie theater store ID, store location, store ID, and movie theater system ID.

57. The system of claim 44 wherein said incentive offer criteria are stored in a central computer system.

58. A computer implemented method comprising:

providing a first POS computer system, said first POS computer system comprising a first POS computer system central processing unit, a first POS computer system memory, first POS computer system database of information stored in said memory, and a first POS computer system POS terminal, said first POS computer system central processing unit having read write access to said first POS computer system database in said first POS computer system memory, said first POS computer system POS terminal designed to transmit transaction information and one or more customer IDs associated with a transaction to said first POS computer system central processing unit;

storing in said first POS computer system database movie showings data for at least one movie theater store defining movie showings in at least one theater in said movie theater store and transactions data defining transactions associated with said at least one movie theater store including purchase of tickets for showing of movies and purchase of other items sold by said movie theater store;

providing a second POS computer system for a non-movie theater retail store, said second POS computer system comprising a second POS computer system central processing unit, a second POS computer system memory, a second POS computer system database of

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information stored in said memory, and a second POS computer system POS terminal, said

second POS computer system central processing unit having read write access to said second

POS computer system database in said second POS computer system memory, said second

POS computer system POS terminal designed to transmit transaction information and one or

5   more customer IDs associated with a transaction to said central processing unit;

        storing in said second POS computer system database transactions data for

transactions including product purchase data for at least one product purchased in a non-

movie theater retail store;

        storing incentive offer criteria including at least one of (1) threshold criteria for

10   determining whether an incentive offer should be communicated to a consumer and (2) terms

criteria determining terms for said consumer obtaining an incentive defined by said incentive

offer, wherein at least one of said threshold criteria and said terms criteria depend upon said

transaction data; and

        reading or inputting data into said second POS terminal including both an ID of a

15   customer and identity of products or services being purchased by said customer as part of a

transaction and communicating information to said customer while said customer is

conducting a transaction at said second POS terminal.

        59.   The system of claim 58 further comprising code for linking transaction data

for transactions transacted in the first POS computer system with transaction data for

20   transactions transacted in the second POS computer system based at least in part upon

geographic proximity of stores in which transactions occurred.

        60.   The system of claim 58 further comprising data stored linking a transaction

data for transactions transacted through said first POS computer system associated with a first

customer ID to transaction data for transaction transacted through said second POS computer

25   system associated with a second customer ID.

        61.   The system of claim 58 further comprising code for determining whether

stored incentive offer criteria are satisfied for a specified ID based upon data associated with

transactions from both the first POS computer system and the second POS computer system.

        62.   The system of claim 58 further comprising code for communicating an

30   incentive offer contingent upon purchasing in a non-movie theater store using said second

POS computer system, and communicating said incentive offer to a customer having a customer ID when said customer ID or an ID associated with said customer ID is identified at said first POS computer system POS terminal in said movie theater store.

63. The system of claim 58 further comprising code for communicating an incentive offer contingent upon purchasing in said movie theater store using said first POS computer system, and communicating said incentive offer to a customer having a customer ID when said customer ID or an ID associated with said customer ID is identified at said second POS computer system POS terminal of said non-movie theater retail store.

64. The system of claim 63 wherein said non-movie theater retail store is one of a supermarket, a convenience store, and an gasoline or other motor vehicle fuel station.

65. The system of claim 58 further comprising a central computer system and a network connecting between said first POS computer system, said second POS computer system, and said central computer system.

66. The system of claim 65 wherein said central computer system has code for implementing real time processing.

67. The system of claim 65 wherein said central computer system contains a database storing transaction data in records each including fields for at least 7 of the following: consumer name 503, consumer address, consumer telephone number, consumer email address, ID, FSID, UPCs of items purchased, date of transaction, price of items purchased, credit card type 519, part or all of credit card number, credit card expiration date, fax number, first FSID, second FSID, first MID1, second MID2, and store ID.

68. The system of claim 65 wherein said central computer system contains a database storing location of stores in records each including fields for at least two of store ID, store location 605, store IP address, store URL, and store type.

69. The system of claim 58 wherein said first POS computer system contains a database storing movie releases data preferably including fields for at least 4 of the following: title 803, release date, schedule of viewing dates 807, first movie classification 809, second movie classification, movie rating 813, movie length 815, popularity index 817, movie theater store ID, store location, and store ID.

70. The system of claim 65 wherein said central computer system contains a

database storing movie releases records including fields for storing at least 5 of the following: title, release date, schedule of viewing dates, first movie classification 909, second movie classification, movie rating 913, movie length, popularity index 917, movie theater store ID, store location, store ID, and movie theater system ID.

5   71.   The system of claim 58 wherein said incentive offer criteria are stored in a central computer system.